

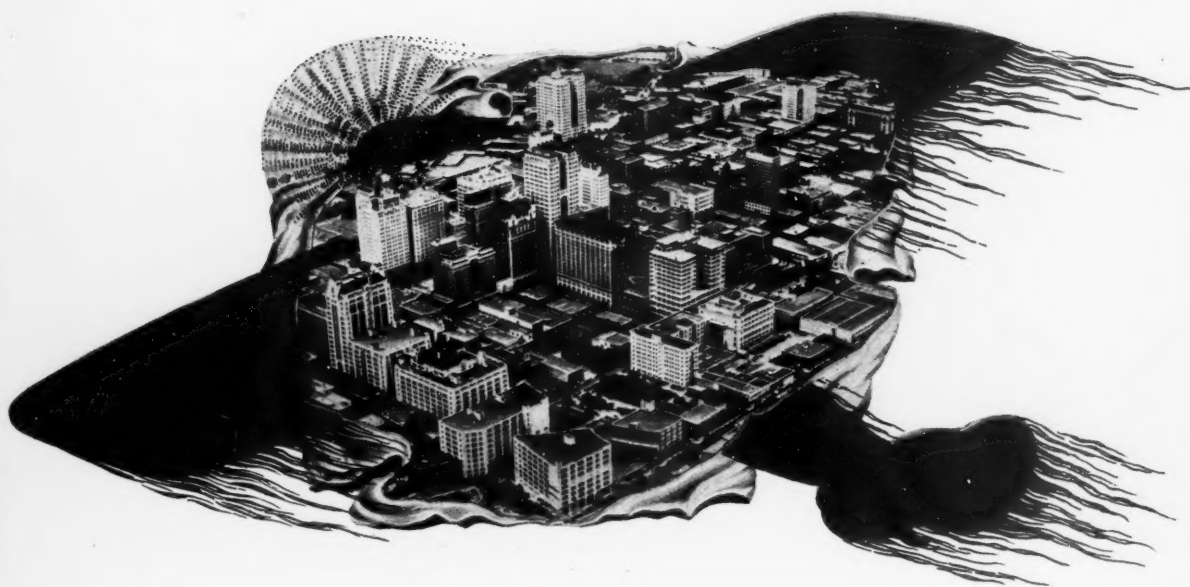
# DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER of COMMERCE

**Vol. 8**

**November, 1929**

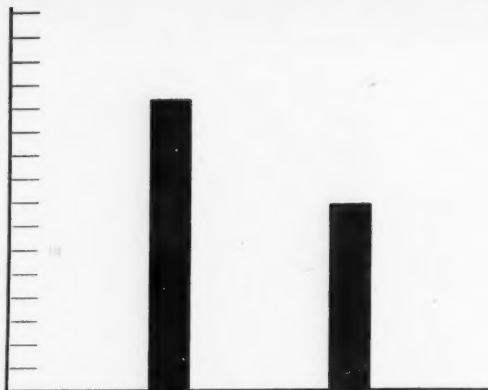
**No. 11**



## IN THIS ISSUE

A Welcome to St. Nick — Two Giant Bank Mergers Completed — Reverie at Thanksgiving — Industrial News — December Conventions — Our Foreign Trade.  
ANNUAL MEETING DECEMBER 3

Cover illustration is adapted from letterhead of the  
City of Dallas



## Has *Your* Customer List Increased 50% in the Last 5 Years?



*If* so it has a little more than kept pace with that of the News.



*The circulation of THE NEWS in 1924, daily and Sunday average, was a little over 65,000. Today it is considerably more than 90,000.*

*If Not*, Dallas News advertising offers you a greater opportunity for making new customers today than ever ~



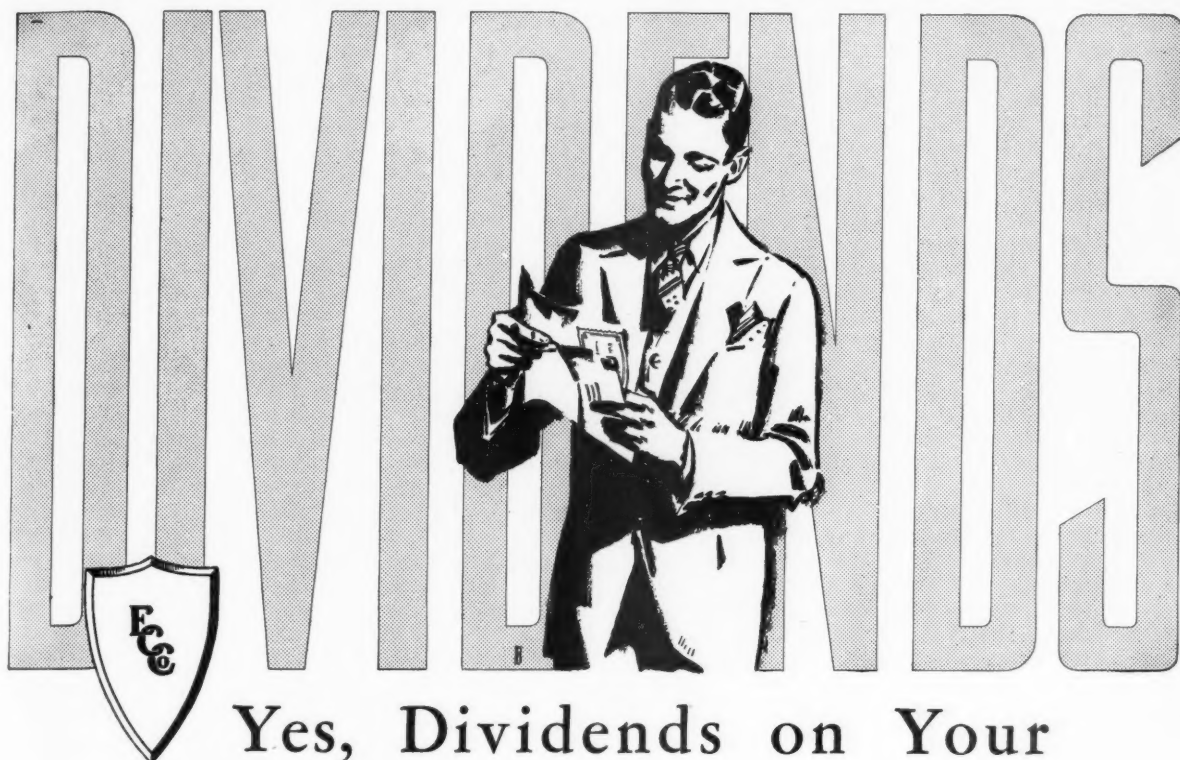
Besides a far greater coverage of your old customers.



# The Dallas Morning News

TEXAS' GREATEST NEWSPAPER

*We Protect Preferred Risks . . . therefore*  
**E.C.C. FIRE INSURANCE PAYS**



**Yes, Dividends on Your  
 Fire Insurance! . . . . and  
 Substantial Dividends, too**

**E**MPLOYERS Casualty Company inaugurated a new idea in fire insurance—an idea that has proven to be very popular with alert business men.

The idea is based on the scientific selection of *only* preferred risks. This means that every one cannot get ECC protection, but it also means that those who can get this protection enjoy unusual advantages.

This plan reduces our loss ratio—and we are able to pass the savings on to the policyholders in the form of dividends—dividends that reduce the net cost of sound

insurance protection. There can be no assessment on our policyholders, as this is an old line stock company.

Profit by this new idea in fire insurance. Investigate ECC protection now. One of our salaried insurance experts will call upon request—without obligation. Let him give you full details of our Dividend Plan. Incidentally, this man may be able to point out even greater savings by going over your policies and pointing out how you can get the same or even greater protection at a lower cost.

**EMPLOYERS  
 CASUALTY  
 COMPANY**

*Texas Offices:*

ABILENE  
 AMARILLO  
 AUSTIN  
 BEAUMONT

CORPUS CHRISTI  
 DALLAS  
 EL PASO  
 FORT WORTH

HOUSTON  
 LUBBOCK  
 SAN ANGELO  
 SAN ANTONIO

TYLER  
 WACO  
 WICHITA FALLS

*Other Offices:*

KANSAS CITY  
 NEW ORLEANS  
 OKLAHOMA CITY

ST. LOUIS  
 SHREVEPORT  
 TULSA

# ADVERTISING

## The Voice of Business

This is the fourth of a series of editorials written by members of the Dallas Advertising League on the general subject of "Advertising" in Dallas

GEO. B. LATHAM, *Farm Bureau News*  
President, Dallas Advertising League

**A**DVERTISING is playing a leading and important role in the building of a "Greater Dallas". We are witnessing today in Dallas and almost everywhere, an astonishing growth of Industrial activity. New manufacturing enterprises are arising to an extent undreamed of in the past.

Inventive genius is feverishly at work. It will be imperative for each enterprise to convey to its prospective patrons a most vivid conception of the distinctive qualities and merits of the product. Advertising is the voice of business, the key to the world's prosperity and Dallas through its advertising advantages, will not only overshadow all the great cities of the Southwest but of the South.

Many civic and business Clubs have had a leading part in making Dallas a great business and trade center, and a wonderful place in which to live, but none have done more than the Dallas Advertising League. The Dallas Advertising League was the first Luncheon Service Club in Dallas and the Southwest. It has just celebrated its twenty-first birthday. It brought the first world-wide, International Advertising Convention to Dallas in 1912, and brought to Dallas the leading and most outstanding business men that had ever before visited our city. This was the beginning of a "Greater Dallas".

"Truth in Advertising" was born at this Convention—the Dallas spirit was reborn and it has been felt country-wide ever since and Dallas's substantial, steady and rapid growth started with the World's International Advertising Convention in Dallas in 1912, which advertised Dallas's advantages country and world-wide, most favorably as a business and trade center and a city worth while in which to live.

The Dallas Advertising League has assisted many luncheon service Clubs in organization, which have had a great part in the building a "Greater Dallas".

### *The Dallas Advertising Institute*

The Dallas Advertising League's educational activities began shortly after its organization in 1908. Each year has seen bands of League members gathered together for the study of problems arising in the prosecution of their business. Many of the present members of the League owe to these study clubs a large measure of their technical training in advertising. For many years this phase of the League's activities was carried on under the name of the "Study Division"; later with an enlarged program, the group came to be known as the "Advertising Forum".

Leaders in the Dallas Advertising League realized that the time was ripe and the need was here for an advertising institute. As President of the Dallas Advertising League it was my privilege early this fall to appoint a permanent Board of Governors. The Board appointed consists of Joe M. Dawson, Chairman, Lorry A. Jacobs, Wm. S. Henson, Beeman Fisher, Herbert Stellmacher, the president becoming an ex-officio member, to complete the formation of plans for the Institute's activities, which were started by a committee appointed by Lorry A. Jacobs, past president, and brought into actual existence the Dallas Advertising Institute. The personnel of the Institute provides for a Dean, Registrar, Secretary and Treasurer, faculty and all the accoutrements of the college.

The following officers serve during the 1929-1930 sessions: Alfonso Johnson, Dean; James E. Clark, Registrar, and John Murphy, Secretary and Treasurer.

There has long been evident a demand for trained men in the business of advertising—men thoroughly versed in the technical side of the profession, with a background of experience to enable them to apply their technical knowledge. It is not uncommon to find men with one of these qualifications, but both are essential to the successful advertiser.

The Institute has for its purposes the instruction of serious minded men and women anxious to get ahead in the advertising business. Its courses of training, while technical to a degree, deal chiefly with the practical side of advertising. Every member of the faculty is qualified by years of experience, and is now engaged in advertising work and recognized as a leader in that department of advertising on which he will lecture to the students of the Institute. Laboratory work will be offered with several of the subjects. The student will get a first-hand knowledge of the actual processes in the development of the advertising from the idea to the finished product.

Executives and juniors who expect to become executives, but who do not actually engage in the production of advertising, or who do not plan to follow advertising as a career, can reap a great benefit from the courses offered because of the important part that advertising now plays in the conduct of business. Almost every successful business owes its success partly to advertising of one form or another. No business man is equal to the modern demands of business unless he knows how to use advertising in the solution of his problems and in the upbuilding of his business. By the best business minds, advertising is recognized as being just as important as sources of supply, style, quality, and the other factors which enter into the plans of business. The Advertising Institute is a non-profit organization. Members of the Board of Governors serve without pay. The tuition fees collected go to pay the actual expenses of conducting the Institute and, as a matter of fact, the tuition charges are computed on the basis of estimated expenses of the Institute.

The first term of the Institute began October 29, 1929 and will close December 10, 1929. The second term will open January 7, 1930 and close February 20.

The classes of the Institute meet two nights a week, Tuesday and Thursday, 7 o'clock to 9 o'clock. The faculty is composed of thirty leading advertising men and women and business men.

The Dallas Advertising League in organizing and giving to Dallas the Dallas Advertising Institute, wanted to do something of a constructive nature for the upbuilding of the Advertising profession of Dallas and the Southwest.

Ninety-five students have enrolled to date—one hundred is the limit for the 1929-1930 sessions.

Modern business would indeed be paralyzed without advertising. It is the real market place of the world. There is no better road to the high pinnacle of success than well planned and executed advertising, and the Dallas Advertising Institute will prepare and amply qualify men and women to fill an important place in the building of a "Greater Dallas".



# Things that are put off one day are all too often put off forever

Next everyday you have some idea for speeding up work in the organization or for increasing sales. And in nearly every case the idea calls for either some printed forms or some printed matter for mailing.

Management's delay in putting these ideas into execution may lose them forever. Get in touch with a printer about "that tomorrow" is a good idea. The "tomorrow" in constant emergencies is in town or some matter must be attended. The idea is lost.

To catch those ideas while they are fresh—telephone 2-8043 and put the Boyd Printing Company in touch with your plan. The idea will then be in the mill and in a day or two will be actually working for you.

You can safely entrust form printing or advertising literature to Boyd's. Both the price and quality will be satisfactory.

---

*Write your suggestions intended for Boyd's  
and we will call on the very next day.*

---

## BOYD PRINTING COMPANY

1323 2nd Avenue Street — PHONES: 2-8043; 2-8044

DALLAS, TEXAS



## RICH IN APPEARANCE.... LOW IN COST

THIS complete and inexpensive group is suitable for private and general office equipment. The rich appearance and low cost of combining genuine Mahogany and Walnut writing beds, panels and drawer fronts with Birch legs and rails is worthy of consideration wherever both price and quality are required.

*Seven pieces complete, only \$239.00*

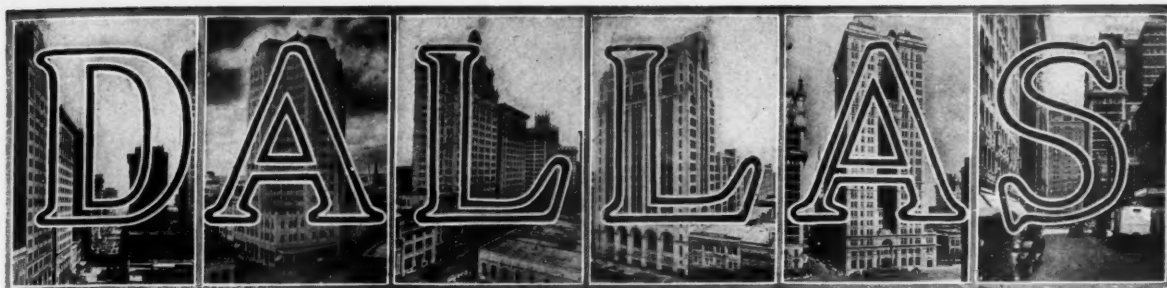
DESK HEADQUARTERS

# STEWART OFFICE SUPPLY CO.

1810 MAIN STREET

DALLAS, TEXAS

**COMMERCIAL STATIONERS**



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second-class matter, Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 8

NOVEMBER, 1929

Number 11

# A Welcome to St. Nick

( Dallas Merchants  
to Stage Story  
Book Parade and  
Decorate City )

By HERMAN PHILIPSON

President, Dallas Retail Merchants' Association



WITH another holiday season almost at hand, Main and Elm Streets will shortly be artistically draped and decorated with Christmas greenery, the trees blossoming forth with thousands of colored lights, and down these streets on the night of November 30 Santa Claus will ride in state, the chief attraction in a huge parade in which childhood's beloved story-book characters will appear on many gorgeous floats, materialized for a night before a crowd of perhaps 200,000.

Dallas was one of the first cities in the Southwest to handle Christmas decorations on a co-operative basis. A leading national publication the past week carried a view in its rotogravure section and a story about the Dallas decorations and Christmas parade. Many other publications have described the annual Dallas activities and scores of cities and individuals have written the Dallas Retail Merchants' Association this year asking how to stage similar features. Just as at Christmas tide the beautifully lighted evergreens throughout Highland Park and other residential sections are being talked of by every visitor who has seen them, so are these

downtown decorations and parade adding to the fame of Dallas.

It would be hard to conceive a greater contrast than the Dallas retail stores of two generations ago, with their dim, flickering gas jets or smoky kerosene lamps, and Main and Elm Streets a few days hence when the normal bright illumination of streets and show windows has been supplemented by the effulgence of many thousands of red, blue, white and yellow globes, adorning trees or draped over store exteriors with, in addition, some marvelous special show window lighting effects. Retail trade, in general, follows the beacon light of electricity, and retailers owe quite a debt to Mr. Edison whom the world paid such deserving tribute the past month.

The decorations will be put up a few days earlier this year than usual, in deference to various teachers' gatherings. The Vocational Teachers of Texas will meet here Nov. 25-27 and the State Teacher's Association will bring some 8,000 to 10,000 visitors Nov. 28-30. With a low rate open to the gen-

(Continued on Page Twenty)

NOVEMBER 1929

Page 7





F. F. FLORENCE

# Two Giant Bank Mergers Completed Here



NATHAN ADAMS

*History Is Made In Financial World*

## The Republic with North Texas

Merger of the Republic National Bank and Trust Company and the North Texas National Bank was announced October 14, giving the new institution, operating as the Republic National Bank and Trust Company, capital, surplus and undivided profits of \$6,500,000; deposits of more than \$50,000,000 and resources in excess of \$60,000,000.

In announcing the successful negotiations, W. O. Connor, chairman of the board of the Republic National Bank and Trust Company, says that it brings together two of Texas' outstanding banking institutions that will serve the Southwest as one, but with the co-ordinated strength of the two organizations. The business will be operated in the present quarters of the Republic National Bank and Trust Company and all officers of that bank will remain officially as heretofore. Everett S. Owens, who was president of the North Texas National Bank, will be chairman of the executive committee and C. S. Mitchell will become a member of the executive committee and vice president of the Republic National Bank and Trust Company. All other active officers of the North Texas National Bank will continue as part of the official family of the Republic Bank.

"The purpose of the merger is another step toward the providing of ample facilities for the financial requirements of the Southwest," Mr. Connor said, "and it is considered especially significant that these two large institutions should merge their strength and resources for the better development of Dallas and the Southwestern territory. It has for many years been the constant aim of each of these participating banks to serve the public in the most modern and efficient manner possible. The consolidation of their interests follows the modern trend of banking toward more efficient service. Small business will be especially encouraged and larger business adequately served.

"We have striven toward the highest type of service and it is our constant aim to place before the public in one institution complete financial facilities of every character. While we are not in a position just yet to announce plans in mind, we have architects at work on a greater development which will provide ample

(Continued on Page Twenty-one)

## The American Exchange with City National

Agreement between the American Exchange National Bank and the City National Bank of Dallas to merge, creating an institution with capital of \$8,000,000, deposits in excess of \$85,000,000 and resources of approximately \$110,000,000, was announced Monday, November 4 by Henry C. Coke, chairman of the board of directors of the American Exchange National Bank, and R. H. Stewart, chairman of the board of directors of the City National Bank.

The agreement to consolidate was made subject to the approval of the stockholders of the two institutions and the Comptroller of the Currency. The stockholders' approval was given a few days later.

The new bank will be operated in the quarters at present occupied by the American Exchange National Bank, on Main and Elm Streets at Exchange Place.

The bank will be known as the First National Bank in Dallas.

Present officers of the American Exchange National Bank are Henry C. Coke, chairman of the board; Nathan Adams, president; E. J. Gannon, A. V. Lane, B. A. McKinney, G. H. Pittman, J. C. Chidsey, E. S. McLaughlin, B. B. Johnson and R. V. Sanders, vice presidents, and Paul Danna, vice president and cashier.

Officers of the City National Bank are R. H. Stewart, chairman of the board; J. A. Pondrom, president; Lang Wharton, George Waverley Briggs, E. J. Gannon Jr. and Ray Nesbitt, vice presidents, and C. J. Savage, cashier.

The new institution will be the biggest bank in the Southwest and puts on record the biggest consolidation of financial institutions ever to be consummated in Texas.

The last statement issued by the City National Bank in response to a call issued by the Comptroller of the Currency was as of the close of business October 4, 1929. It showed the bank with resources of \$37,641,903.89 and deposits of \$31,374,117.35.

A statement issued as of the same date by the American Exchange National Bank showed its resources \$72,081,399.51 and its deposits at \$54,361,394.70.

The American Exchange National Bank's history

(Continued on Page Twenty-three)





## Reverie at Thanksgiving

For a business structure that is fundamentally sound....

For men that put city above self....

For a minority that works with the majority....

For civic faith in a great future....

For men of vision tempered with reason....

For a history that is inspiring....

For a generous reward of past effort....

For peace, prosperity and happiness

*We, of Dallas, are truly thankful.*



# IMPORTANT NEWS OF

## Towers of Commerce

There are 135 "skyscrapers" in Texas, according to a survey recently made by the Texas Public Service Information Bureau. Twenty Texas cities have buildings of ten stories or higher completed or under construction. Houston has the tallest—the 37-story Gulf. San Antonio's 35-story Smith-Young tower is the second tallest. Dallas with thirty-four has the greatest number.

Of the 135 thirty-six are of ten stories, twenty of eleven, nineteen of twelve, six of thirteen, eleven of fourteen, four of fifteen, seven of sixteen, three of seventeen, eleven of eighteen, one of nineteen, two of twenty, two of twenty-one, six of twenty-two, two of twenty-three, one each of twenty-nine, thirty-two, thirty-

five and thirty-seven stories.

Distribution of the "skyscrapers" by cities follows:

Abilene 3, Amarillo 4, Austin 2, Beaumont 6, Corpus Christi 2, Dallas 34, El Paso 3, Fort Worth 15, Galveston 5, Houston 25, Laredo 1, Lubbock 2, Mineral Wells 1, San Angelo 2, San Antonio 17, Temple 2, Texarkana 1, Waco 5, Wichita Falls 3.

## Cooling Firm Here

Dallas has been chosen by the Carrier Engineering Corporation of Newark, N. J., as the location of its Southwestern branch and Thomas M. Cunningham has been made district manager, with offices at 2706 Commerce Street.

For some years this engineering firm has been engaged in the design and installation of air conditioning equipment in public and industrial buildings in this state. One of the first scientifically cooled and air conditioned theatres in the country was the Palace in this city. More recently, Carrier engineers have designed and installed similar equipment in the 21-story Milam Building in San Antonio in which every office and store is provided with Manufactured Weather, cooled and dehumidified in Summer, warmed and humidified in Winter, for the health, comfort and efficiency of employees and patrons.

Department stores, too, are following this trend in the adoption of complete air conditioning equipment. Installations have just been completed in three of the South's most notable stores; i. e., Titcher-Goettinger's in Dallas, Sanger's in Fort Worth and Halliburton-Abbott's in Tulsa.

## Watching Dallas Grow . . . . .

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS		BANK DEBITS	
	1928	1929	1929
January	\$229,304,531.28	\$265,365,726.24	\$236,596,000
February	202,756,886.66	220,677,360.88	214,275,000
March	218,410,753.88	243,485,065.89	230,033,000
April	199,600,686.28	228,307,179.67	209,427,000
May	206,895,503.35	216,624,838.08	213,709,000
June	200,643,340.36	195,818,474.36	212,089,000
July	198,047,700.20	216,056,756.41	203,320,000
August	209,277,120.12	220,008,508.00	211,024,000
September	261,719,706.91	261,650,607.88	263,237,000
October	320,700,640.45	305,794,072.78	303,578,000
November	268,579,277.12		273,024,000
December	259,564,606.14		297,946,000
Total	\$2,775,500,725.75		\$2,868,258,000

BUILDING PERMITS		POSTAL RECEIPTS	
	1928	1929	1929
January	\$ 619,989	\$880,453	\$316,629.65
February	584,634	\$467,022	348,879.00
March	588,466	1,708,728	339,673.60
April	798,373	1,294,212	304,437.00
May	580,560	550,880	283,274.29
June	781,701	469,550	293,806.67
July	870,532	416,940	283,430.35
August	750,544	501,331	306,268.20
September	835,144	768,992	338,030.50
October	552,651	1,651,175	374,047.74
November	717,617		354,004.36
December	521,799		428,475.83
Total (Dallas proper)	*\$14,381,694		\$3,970,957.00

GAS METERS		TELEPHONES	
	1928	1929	1929
January	64,881	66,401	67,143
February	65,021	66,480	67,347
March	65,532	66,520	67,697
April	65,712	66,601	67,902
May	65,892	66,652	68,114
June	66,030	66,681	68,321
July	66,081	66,711	68,401
August	66,129	66,764	68,496
September	66,180	66,802	68,551
October	66,240	66,831	68,599
November	66,289		68,640
December	66,303		68,701

## December Conventions

The following conventions have been scheduled for December:

Dec. 3-4—Second District, Texas Federation of Music Clubs.

Dec. 4—Southern Conference, Methodist Episcopal Church.

Dec. 6-7—American Urological Association, Southwestern Branch.

Dec. 6-7—Texas Ophthalmological and Otolaryngological Society.

Dec. 10-11—North Texas Medical Association.

Dec. 12-13—Southwestern Life Insurance Company.

Dec. 26-31—Southern Supply Co., annual meeting.

Dec. 29-30—Maury-Cole Co., Sales Conference.

December—State Baptist Executive Board.

December—National League of Evangelical Students.

December—Sales Meeting, Heinz Agents.

December—Peaslee-Gaulbert Corporation, Sales Conference.

December—Colgate-Palmolive-Peet Company, Sales Conference.

December—Vacuum Oil Company, State Sales Conference.

December—Texas-Louisiana Tariff Bureau.

December—Staley Sales Corporation.

December—United Fidelity Life Insurance Co., Sales Conference.

# OF A GROWING CITY

## New Members

The following new budget subscribers have been added to the Chamber of Commerce roster:

American Concrete Pipe Co. of Texas, 602 Magnolia Building, Concrete Pipe Manufacture.

The following new members have been elected:

Massachusetts Protective Companies, 1008 Mercantile Bldg., Health, Accident and Life Insurance.

Aunspaugh Art School, 3409 Bryan Street.

D. L. Irwin & Co., 501 Simpson Bldg., Real Estate and Loans.

Haas Brothers Fabrics Sales Corp. of Texas, Santa Fe Bldg., Textiles.

T. E. Braniff Co., Republic National Bank Bldg., General Insurance.

W. S. Kirby Co., 2201 South Harwood, manufacturers of Proprietary and Toilet Goods.

Braden Steel Corporation, P. O. Box 2194, Steel Buildings, Derricks.

Beach-Wittmann Co., 2210 Live Oak St., Automobile Supplies, Radio.

H. Grady Hight, Records Building, Deputy County Tax Collector.

Los Angeles Soap Co., 301 N. Market Street.

Earl R. Parker, Records Building, County Probation Officer.

Albert Munster, 1711 Live Oak Street, Shoe Rebuilding.

Dr. Jacques S. McMinn, Medical Arts Building, Dentist.

M. D. Mogueira, 5118 Goodwin Avenue, Chief Deputy District Clerk.

Fred Patrick, Probate Court, Clerk Probate Court.

Baylor University of Dallas.

NuGrape Bottling Co., 1719 South Ervay, Beverages.

Refinery Supply Co., 3404 Main Street, Refinery and Laboratory Supplies.

Brice Gaston Co., 2908 Live Oak, Builders' Specialties.

Jack Davis Radio Shop, 4108 Oak Lawn, Radios, Retail.

Brown-Abbott Company, Inc., Wilson Building, Contractors.

Jessica Beauty Shoppe, 329 N. St. Paul Street, Beauty Shop.

International Correspondence School, 1714 Commerce Street and 222 Slaughter Building.

## At the Airport

The following is a list of arrivals at Love Field during the last three months. No claim to any record is made for these figures but we should like to see figures from some other Southwestern port.

	Aug.	Sept.	Oct.
Army planes	175	159	146
Schedule planes	291	286	292
Miscellaneous	260	255	280
Total	726	700	718

## New Air Mail Service

A very attractive "Folder on Air Mail" has just been issued by the National Air Transport, Inc. Printed in old gold and black, it presents a handsome appearance, suitable for framing or to be placed under the glass of one's desk. It shows the last collection time for the va-

rious Post Offices and Substations, and from the air mail boxes. The arrival time in over two hundred cities in the United States is shown, whether morning or night plane is used.

In addition, there is a page devoted to questions and answers about the air mail and express. An up-to-date map, showing the air mail lines, is also a part of the folder.

These folders will be mailed, without cost, to every member of the Chamber of Commerce of Dallas, and should any non-member want one or more, all he has to do is to ask for it.

In October Dallas had the largest air mail poundage in its history, a total of 4,392 pounds of air mail being dispatched. A further increase is expected as Dallas citizens learn more fully the value and benefit to be derived from a daily use of the air mail to long distant points.

## Summary of Commercial and Industrial Growth Ten Months 1929

### NEW CONCERNS ESTABLISHED IN 1929—

New concerns established during October	63
New concerns previously reported	629
Total for ten months	692
Factories established in October	7
Factories previously reported	82
Total for ten months	89
Wholesalers and jobbers during October	13
Wholesalers and jobbers previously reported	172
Total for ten months	185
Retail concerns for October	13
Retail concerns previously reported	131
	144
Miscellaneous concerns for October	30
Miscellaneous concerns previously reported	240
	270

### COMPARISON OF 1929 GROWTH WITH PREVIOUS YEARS—

Total new concerns established ten months 1929	692
Total new concerns established entire year 1929	704
Total new concerns established entire year 1927	364
Total new concerns established entire year 1926	484
BRANCHES OF SECTIONAL OR NATIONAL CONCERNS—	
New branches established in October	15
New branches previously reported	172
Total for ten months	187
Comparison with previous years—	
New branches established 10 months 1929	187
New branches established entire year 1928	163
New branches established entire year 1927	88
New branches established entire year 1926	110

Industrial Department,  
Dallas Chamber of Commerce.  
Date—November 1, 1929.



# Our Foreign Trade

By SHERWOOD H. AVERY

*District Manager, Bureau of Foreign and Domestic Commerce*



NORTH TEXAS products are being sold in increasing quantities in many foreign lands. These products consist of such items as cotton, flour, grain, and grain products, automotive supplies, flavoring extracts, boots and shoes, light and heavy hardware, drugs, rubber products, livestock, cotton, industrial machinery, barrels, steel drums, bags, building materials, and many other of the products of this area.

The principal Latin American markets to which these products are being shipped regularly are Mexico, Cuba, Haiti, Porto Rico, San Domingo, Costa Rica, Guatamala, Panama, Venezuela, Columbia, and other Caribbean markets, as well as to Europe and the far East.

The shift in manufacturing development from the North and East to the South and West, and especially to Texas, is making the foreign markets for surplus products a vital necessity to the further growth of Texas industries because of this condition.

The mass production methods now in use in this country are rapidly bringing about a change in the nature of the foreign business of the United States which from a preponderantly raw material exporter is fast becoming an exporter of manufactured and semi-manufactured products.

Texas exporters, especially exporters of manufactured goods, are more interested in the Latin-American markets than in the European or far eastern markets, for the reason that Texas is strategically located to take advantage of the growing opportunities for the sale of their products in the Latin-American, and more especially in the Caribbean markets, which are producers of raw materials and dependent to a very large extent of the United States as a source of supply of the many manufactured articles which they must export.

With the inauguration of direct steamship service from the Texas ports to these Caribbean markets within the past year, a rapid and frequent service is now available to Texas exporters through their own ports to the east coast of Mexico, Panama, Columbia, and Venezeulea, the Dutch West Indies, Porto Rico, Santo Domingo and Haiti, and to Cuba, and by transshipment at Cristobal in the Canal

The District Office of the Bureau of Foreign and Domestic Commerce officially opened on the sixth floor of the Chamber of Commerce with Mr. Avery as district manager. Harold M. Young is assistant district manager. Both men are experienced in the work being undertaken by the office. They have urged all who are interested in any phase of commerce to use the district office as much as possible.

Zone to all of the West Coast countries of South America. Our regular services are now in prospect between Texas ports and the east coast of South America.

Much has been said about the expansion of American trade among the nearby Central and South American Republics. This trade is of great significance to Texas, since we are favored in occupying a strategic geographical position, amply able to supply their needs, and recent events would indicate that shipping facilities will be provided to care for this trade.

Our annual exports to the Latin American Republics have increased from less than 400 million dollars during the pre-war period to over 800 million dollars in 1928. Our imports have also shown an increase from less than 500 million dollars to more than a billion dollars at the same time. The Texas ports are enjoying a large percentage of the exports to the Caribbean Area and a smaller percentage of this trade to the South American Republics. Of course, our European trade is all-important, but it is thought that the Latin-American territory offers one of the greatest fields for our trade expansion. These countries being undeveloped industrially, they must rely on the United States and Europe to supply their demand for manufactured goods, machinery, and general supplies.

It was expected that after the return to normalcy of the European countries after the war, that the United States trade with Latin America would decrease. It is a fact, which cannot be denied, that

the World War practically stopped the trade between Europe and Latin America and that this gave the United States an opportunity to secure a foothold in the foreign trade of our sister republics. It is equally true, however, that the war served merely to precipitate matters—an event which would have eventually happened in the natural course of events. Since the restoration of the European industries and in the face of severe competition, the advance of American interests in Latin America have not been impeded. At this point, it might be stressed that in many cases the European trade in Latin America is not actually diminishing, but the advance of American trade might be attributed entirely to new business obtained. We do not believe that the increase of American trade in Latin America will necessarily mean the crowding out of other nationals but that, in reality, as the buying or consuming power of these countries is increased, the increased demand for more and better goods can be supplied by the United States, and in many instances by our Texas industries. The increase of American trade in Latin America, as witnessed by our Bureau is attributed to the fact that American exporters have become masters of the intricacies of foreign trade, that our merchandise has proved to be at least equal, if not better, in quality, that our salesmen are more alert and that our prices have been competitive. Another contributory factor is that we now have greater shipping facilities to those countries which were formerly not available to American exporters as at present. Another great factor, and one which, in our observation, is sincerely believed to be one of outstanding importance, is the feature of "service". To cite specific instances, the branch houses in Latin America of United States firms have developed to a very high extent the idea that their machinery and equipment sold in Latin America must not only function properly when sold but must continue functioning with maximum efficiency. If this sounds idealistic, it may be cited that this is being done in actual practice by scores of American branch houses selling threshing machines, tractors, farm machinery, typewriters, cash registers, and many of the other items where our sales amount to millions of dollars per year in many of the Latin American Republics. We have in mind the names of American firms who

*(Continued on Page Twenty-six)*





THOS. F. NASH, President  
 K. BERTUCCI, Vice President  
 GEO. A. BREWER, JR., Vice President  
 J. HOWARD HAYDEN, Vice President  
 J. D. FRANCIS, Treasurer  
 H. V. DeARMOND, Secretary-Manager

Nominations for the recipient of the Junior Chamber of Commerce Service Award, known as the Geo. O. Wilson Cup, which is being offered the young man between the ages of 21 and 35, who has done the most meritorious service for Dallas or Dallas County, are now being received at the Dallas Junior Chamber of Commerce office.

A committee of the Junior Chamber, which will supervise the selection of the receiver of the trophy, has been appointed to name six judges, not members of the organization, to select the winner.

The committee, headed by Henry Dorsey, Jr., as chairman, have begun naming the judges. Working with Mr. Dorsey are B. Felix Harris, Dr. Penn Riddle and Roderick B. Thomas. The cup will be awarded at the inaugural ball of the Junior Chamber, the date of which follows closely the Christmas holidays.

The trophy was awarded for the first time in June, 1928, to Julius Schepps for service prior to 1928. The second presentation of the cup was made to Joe C. Thompson in January, 1929, a new cup being awarded each year.

The judges will select the winner from the nominations submitted by the public, but will keep their choice secret until the night the cup is presented. Any young man within the age limit living in Dallas or Dallas County may be nominated, and he may be suggested for any accomplishment in any line of endeavor.

The award has been highly lauded in numerous letters received from Dallas business men by the Junior Chamber.



Thos. F. Nash, president Dallas Junior Chamber of Commerce (left), and Joe C. Thompson, winner of 1928 Wilson Cup, holding the 1929 trophy.

### Dallas Junior Chamber of Commerce Service Award for the Year 1929

I hereby nominate the following named young man to receive the  
 "Geo. O. Wilson Cup."

Age ..... Address .....

Service meriting recognition (cover fully, letter in detail preferred).

Signed.....

(Mail to Junior Chamber office.)



## Dallas

Official Organ of the Chamber of Commerce  
Published Monthly  
E. C. WALLIS, EDITOR  
EARL Y. BATEMAN, BUSINESS MANAGER  
Vol. 8 NOVEMBER No. 11

### DALLAS CHAMBER OF COMMERCE OFFICERS

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# EDITORIALS

## Industrial Prospects

Valuable assistance to the Industrial Department may be given by Dallas concerns who are buying merchandise from outside firms not represented here by branches. The Dallas customer can effectively urge the firm to open a Dallas office and if this should be done and a copy of the letter sent to the Industrial department of the Chamber of Commerce a serious follow-up campaign will be instituted that probably will be effective.

A list of firms co-operating in this manner will be published in the Magazine each month.

## Annual Meeting December 3

The annual meeting of the Dallas Chamber of Commerce will be held December 3 and every member of the Chamber is urged to hold that evening for this important event.

A speaker of prominence will bring a sincere message to the members that evening and the report of the election of new directors will be made.

President Briggs will review the work of the organization showing accomplishments of the past twelve months—and it will be a startling record.

A comprehensive president's report and reports of each department of the Chamber of Commerce, to be printed in the December issue of this magazine, will be distributed at the meeting.

The full program has not yet been completed and will be announced later through the press.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

of "DALLAS," published monthly at Dallas, Texas, for November, 1929.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared E. C. Wallis, who, having been duly sworn according to law, deposes and says that he is the Editor of the Magazine "DALLAS" and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 448, Postal Laws and Regulations, printed on the reverse side of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

NAME OF—	POSTOFFICE ADDRESS:
Publisher, Dallas Chamber of Commerce,	Dallas, Texas
Editor, E. C. Wallis,	Dallas, Texas
Business Manager, Earl Y. Bateman,	Dallas, Texas

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

OWNERS: Dallas Chamber of Commerce, Dallas, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none so state). NONE.

(Signature of editor, publisher, business manager, or owner.)

3. That the known bondholders, mortgages, and other security holders owning or holding 1 security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder and security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than is so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only):

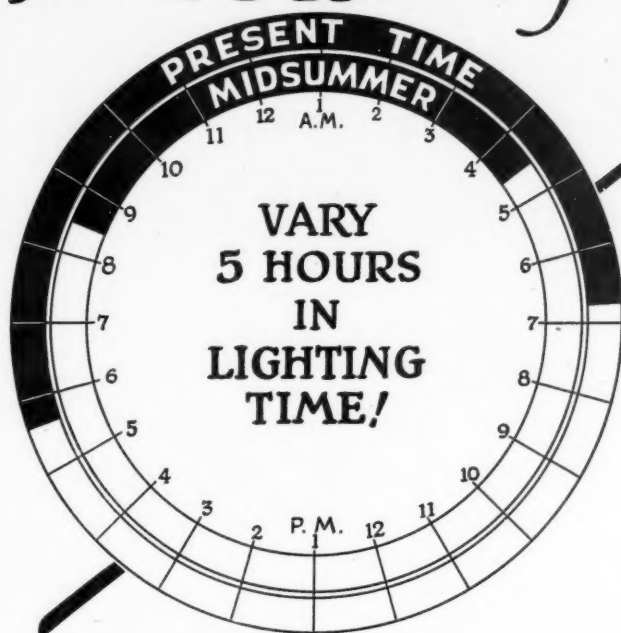
E. C. WALLIS, Editor.

Sworn to and subscribed before me this 1st day of November, 1929.

(SEAL)

S. GOODSTEIN, Notary Public.  
(My commission expires June 1, 1931.)

# *The 24 Hours of a Day*



**T**WILIGHT, with unyielding demands for electric lights, swoops down daily at this period of the year at least two hours earlier than its arriving time in the month of June. Darkness lingers on for a similar period in the morning.

In June you were working by daylight at 7:30 p. m., or perhaps playing golf or motoring without headlights. Now it is dark at that hour. Even as early as 5:30 p. m. it is good for the eye to have the lights on.

This natural condition adds extra hours to your electric service in winter, but it's worth the extra cost to transform darkness into daylight again by turning a switch button. It is added compensation just to see the bright radiance through the curtains of Night.

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# Possibilities MADE PRACTICABLE

*The above photograph of the downtown section of Dallas, showing Oak Cliff and West Dallas in the distance, illustrates the useless waste of valuable lands in the very heart of the city.*

## By Reclamation

**T**HE GROUND ELEVATION above sea level at the City Hall is 461 feet, at the Court House 429 feet and in the Trinity Valley 400 feet. These elevations are given here for the purpose of illustrating the possibility of adequate drainage of the Trinity Valley, after reclamation has been effected, and further to show that the difference in elevations at the City Hall and the Court House is greater than the difference in elevations at the Court House and in the Valley.

Foundation materials found in Dallas consist chiefly of clays, white rock and blue shale. These same materials are encountered in the Trinity Valley, affording adequate

and suitable materials upon which permanent structures may be erected.

Looking backward early citizens of Dallas will remember the point where the Linz Building and the Santa Fe Building now stand was at one time a meandering creek and on both Main and Commerce Streets was spanned by wooden bridges, those for vehicular traffic being about sixteen feet in width and those for pedestrians being about three feet in width. Underneath these bridges the waters of the creek wound their way through irregular banks, brush, weeds and trees, mingled with the usual trash, tin cans

and rubbish that are now to be seen in the Trinity Valley. This creek still flows, but its waters are now confined to a system of conduits adequately planned for the protection of this area and the average citizen is not even familiar with the fact that it once existed as a menace, an unsanitary and unsightly waste and a barrier to progress. This creek illustrates in a small way a condition that now exists in the Trinity Valley between Dallas and Oak Cliff.

Generations in the future will not realize that the Trinity River once, unharnessed, flowed over this vast valley without restraint



and without limitation and that on its rampages and high floods it carried death and destruction within its path.

Under the present reclamation plans the Trinity River will be confined and controlled at Dallas within the limits of a floodway from two to three thousand feet in width and nine miles in length and constructed as a modernly planned open storm sewer system. With the straightening of the River and the building of the retarding dams above Fort Worth, together with Lake Dallas, it will be seldom that the waters will ever leave the channel proper. It would be unthinkable for the City and County of Dallas to fail to take advantage of securing the territory in this floodway, consisting of about 3,300 acres of land, for a great park system, traversing South Dallas, Trinity Heights, the main downtown section, Oak Cliff, West Dallas and Oak Lawn, thereby creating a unique situation that will afford the citizens of Dallas a great park through the very

heart of the entire city with sufficient space to afford polo grounds, golf courses, bridle paths, target ranges, tennis courts, lagoons, archery ranges and trap shooting ranges, as well as a Coney Island along the shores of the lake some 600 feet in width and two miles in length which will afford boating, fishing and other sports that can be made available for the recreation and pleasure of the citizens of Dallas in the very heart of the business section of their city.

One must have vision to see the possibilities of such a park, but the citizens of Dallas have always had vision and will not only take advantage of the great possibilities offered by this park, but will avail themselves of the possibilities of navigation of the Trinity River by straightening this meandering stream into a canal with properly constructed locks and dams so that boats will ply from the City of Dallas to the Gulf of Mexico and Dallas then will not only become a great distribution center, but will secure water

rates and thereby become the great manufacturing center of the Southwest.

Ten years from today only the present residents of Dallas will know that the meandering Trinity once flowed where skyscrapers rear their crests.

Modern engineering made possible buildings of great height. Modern engineering made possible automobiles and airplanes and modern engineering made possible reclamation.

Within the reclaimed lands a system of modernly laid out streets with their pavement and ornamental lighting will be made possible and it is to be hoped that the men who have undertaken this great project will complete it in its every detail to the credit of this city by the laying out of streets of sufficient width, ornamentally lighted and properly planned from a traffic standpoint, so that future generations will be able to point with a finger of pride that this development commenced during a period of City Planning and of engineering efficiency when men had vision and looked to the future.



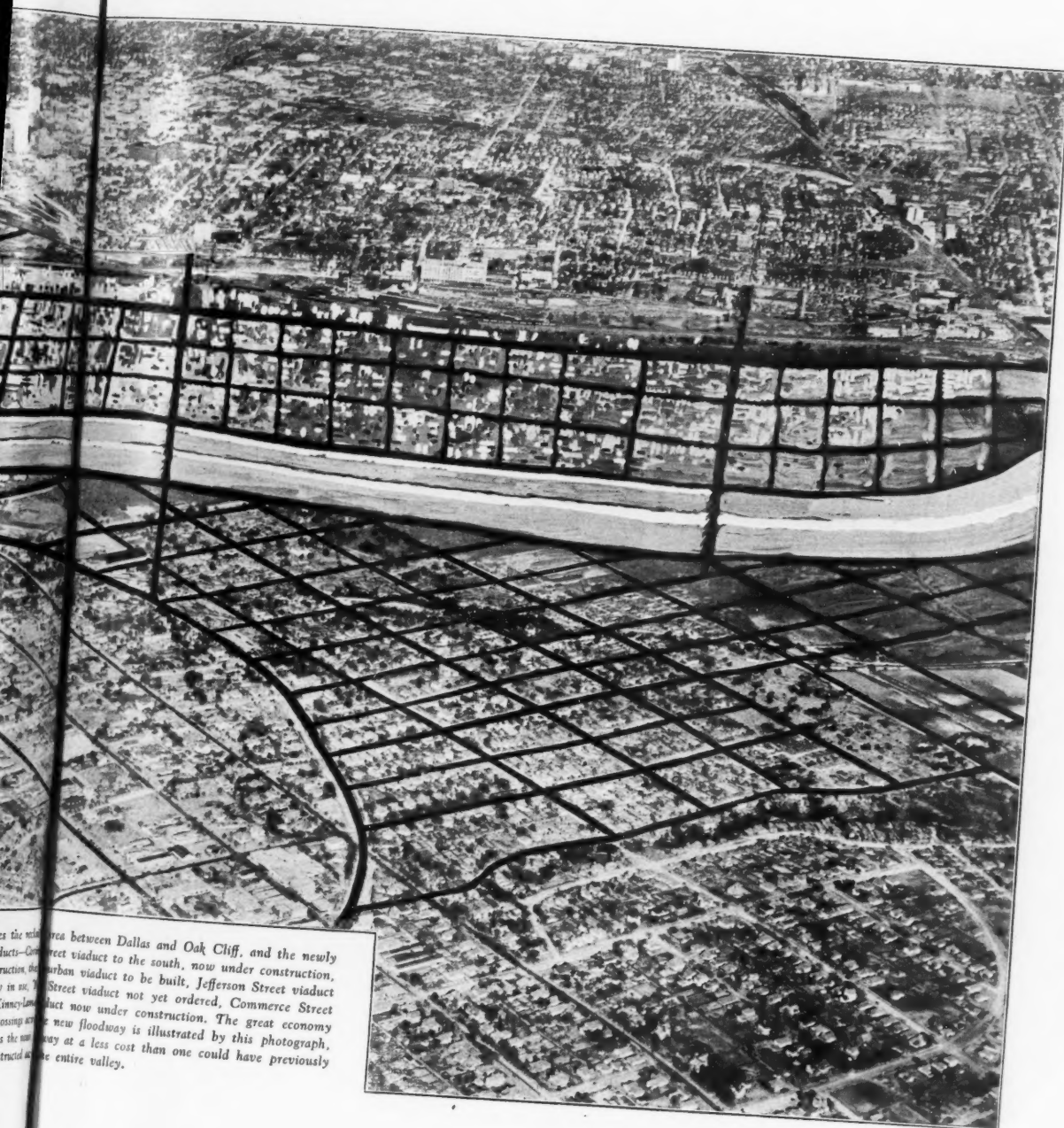
The above photograph shows the Union Terminal Station of Dallas. Within five years, however, airplane transportation will have become of such importance as to make it necessary that a direct connection may be had between the Pullman sleeper and the airplane. The possibilities of Dallas availing herself of a downtown airport can be visualized from the above photograph.

[illegible]

The above photograph shows in black lines the new area between prepared floodway, with the following viaduct—Crosby Street viaduct, the Cadiz Street viaduct, now under construction, the urban viaduct not yet provided, the present viaduct now in use, the Crosby Street viaduct now under construction, and McKinney Street now used by the County of Dallas in constructing crossing over the new floodway as three structures can be constructed across the existing roadway at a less cost than has been contemplated for the entire value.

## DALLAS

# Heavy Lines Street and Boulevard System proposed for Business and Industrial area



...the ... area between Dallas and Oak Cliff, and the newly  
ducts—Commerce Street viaduct to the south, now under construction,  
construction, the urban viaduct to be built, now under construction,  
in the ... Street viaduct to be built, Jefferson Street viaduct  
Commerce Street viaduct not yet ordered, Commerce Street  
Commerce Street viaduct now under construction. The great economy  
losses at the new floodway is illustrated by this photograph,  
as the new way at a less cost than one could have previously  
constructed in the entire valley.

**THE BUILDER SHALL BECOME THE KEYSTONE''** . . . .

**NOVEMBER 1929**





## To MEN who . . . have fine homes

Let some of the good taste you show in your home furnishings be reflected in your office. Your desk for instance—good design . . . fine proportions . . . carefully matched grain—as beautiful as anything in your home.

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*For Heat - for Cold  
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And the 5th line is coming into town, bringing  
Panhandle gas...1,000 B. T. U's. per cubic foot.

### THE DALLAS GAS COMPANY

*Dispensers of Natural Gas*

## A WELCOME TO ST. NICK

(Continued from Page Seven)

eral public granted by the railroads throughout Texas available during the Thanksgiving season, the attendance of teachers is expected to be exceptionally large. Also visitors, particularly from nearby towns, will likely take advantage of the rate and come to Dallas to see the Christmas parade and the first formal showing by the stores of holiday gifts. Dallas is one of the principal retail marts of the Nation, with several thousand employes, and doing a business in all retail lines of well above \$250,000,000 annually. The completeness of its retail market makes Dallas the mecca of many who are unable to find just what they want in the way of gifts in their home towns.

The Postmaster General annually sends out bulletins urging earlier holiday shopping, thus relieving the congestion of postal and transportation facilities during the holiday season. Such congestion makes for belated deliveries. Furthermore, the earlier Christmas shopper is a friend of postal and retail employees, lessening their unavoidable burdens at Christmas-tide. The early shopper also has access to a larger stock of goods and has more leisure and better service for his or her selections.

John Bounds has again been named technical director for the parade. Otto Lang is in charge of street decorations and Carl J. Roesch of lighting, the same as last year. Clifton Linz is chairman of the Finance Committee which is assembling some \$7,000 to pay for all phases of this co-operative effort by the Dallas Retail Merchants' Association to secure early and orderly holiday shopping and to visualize and heighten the general holiday atmosphere and feeling of goodwill existing during the Yuletide.



J. R. Arbuckle, the coffee king, is credited with this story which he was wont to use as an example of the keen discretion which he contended was necessary to business success.

"A woman well on in years entered a drug store and said to the druggist:

"Have you any cream for restoring the complexion?"

"Restoring, miss? You mean preserving!" said the druggist heartily.

"And he sold the woman more than \$15.00 worth of cosmetics."

—Acco Press.

## DALLAS



THE REPUBLIC  
(Continued from Page Eight)

room for our increased business.

"The consummation of this merger has met with the deliberate and enthusiastic approval of the joint directorates, and the enlarged Republic National Bank and Trust Company looks to the future with ambition and confidence, feeling that another forward step has been taken in the development of the best interests of the Southwest and her people."

This consolidation is the first in which the Republic National Bank and Trust Company has participated. Organized some nine or ten years ago, the bank has made most remarkable progress and has advanced to a position of economic and financial importance in the State. Mr. Connor became president of the bank during the first year of its existence, and upon being elected chairman of the board in January, 1929, was succeeded by F. F. Florence as president.

The North Texas National Bank was organized in May, 1925, and has continued with substantially the same personnel that it has today. Beginning business with less than \$7,000,000 deposits, it has prospered under its careful, efficient management until its deposits reached more than \$16,000,000 at the time of the merger, an increase of more than 100 per cent. It has attained a position of esteem and confidence in the eyes of the citizens and business interests of the State and from the standpoint of shareholders has been eminently satisfactory.

The Republic National Bank and Trust Company of Dallas is one of the youngest of the big banks of Texas and its record of growth is probably unsurpassed in the history of banking in this State. It was opened under a State charter as the Guaranty Bank and Trust Company, February 14, 1920. It was originally capitalized at \$100,000 and its deposits at the end of the first day's business were about \$816,000. Shortly after the opening of the bank Mr. Connor, who is now chairman of the board, was made president and at the end of a few months of business the capital stock was raised to \$1,000,000.

When the bank was one year old it had deposits of \$3,200,000, and at the end of the second year they had risen to \$7,300,000. Because of its connections with many out-of-State concerns having branches in this State it was thought best to operate under a national charter and such was issued to them April 29, 1922.

The rapid growth of the bank has continued and at the time of the last published statement it had more than \$35,000,000 in deposits and total resources of



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*We will gladly work out suggestions for the profitable use of this printed advertising medium in your business.*

**B**USINESS MEN give early and careful attention to letters, and thus *valuable attention* is gained for your sales message if illustrated letters are used.

In the regular letter form you cover the broad sales points that arouse interest; then the *complete detailed story* is told on inside pages, in type and pictures, and in color if desired.

All this information is a part of your letter; none of it is detached or lost if filed away for future reference.

*Time is saved.* Your stenographers need write only a short letter because all details are carried on inside pages.

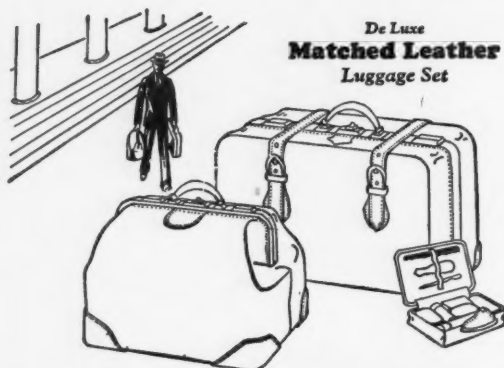
Illustrated letters, therefore, are an efficient and valuable, yet comparably inexpensive means of presenting the buying points of your service or product.

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"FINE LEATHER GOODS SINCE 1869"

### DALLAS

This publication reaches a concentrated identified group of industrial, commercial, professional, financial and civic leaders of Dallas. Strengthen any sales program by advertising in these columns. Telephone 2-5425.

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space adjacent thereto.



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you buy  
from us is  
based on  
forty years  
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DALLAS

## INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY

OF AMERICA

405 SECOND AVE.

(INCORPORATED)

DALLAS

more than \$46,000,000. The North Texas bank in its last published statement showed deposits of nearly \$16,000,000 with total resources of more than \$18,000,000.

### Bandeem to Manage West Texas Chamber of Commerce

D. A. Bandeem, for several years manager of the El Paso Chamber of Commerce, has been elected general manager of the West Texas Chamber of Commerce and will maintain headquarters for that organization in Stamford.

In writing his congratulations Geo. Waverley Briggs, president of the Dallas Chamber of Commerce, said:

"I want to extend the congratulations and best wishes of the Dallas Chamber of Commerce upon your election as manager of the West Texas Chamber of Commerce, news of which has just reached us. All Texas appreciates the most valuable constructive work of the West Texas Chamber of Commerce. The vast section it represents still teems with undeveloped resources and I know that with you as the manager your organization will aggressively continue the program of constructive activities."

### Hubert Harrison to Manage East Texas Chamber

Hubert M. Harrison, former Dallas newspaper man and more recently manager of the Wichita Falls Chamber of Commerce, has been selected general manager of the East Texas Chamber of Commerce with headquarters at Longview.

Geo. Waverley Briggs, president of the Dallas Chamber of Commerce, wrote Mr. Harrison upon his election:

"I want to express the heartiest appreciation of the Dallas Chamber of Commerce for the friendship and close cooperation you have always given us in your present connection. In entering upon your larger sphere of work I want to assure you of the desire of the officers, directors and staff of the Dallas Chamber of Commerce to be of all possible assistance to you."

**DALLAS**

## THE AMERICAN EXCHANGE

(Continued from Page Eight)

dates back to 1875. A banking business was established in Dallas in 1871 by W. H. Gaston and A. C. Camp. Poor health compelled Mr. Camp's early retirement and W. H. Thomas took his place, the firm being known as Gaston & Thomas. The firm continued under that name until 1881, when it bought the Exchange Bank which had been organized in 1875 with a capital of \$40,000. The organization continued until 1887, when it was nationalized as the National Exchange Bank.

In June, 1905, the National Exchange Bank absorbed the American National Bank, and the name was changed to American Exchange National Bank. The earliest available statement of the Exchange Bank was dated June 30, 1885, and showed resources of \$484,097.37 and deposits of \$263,223.97.

The history of the City National Bank dates to 1872, when Col. William E. Hughes acquired the private banking business of T. C. Jordan & Company, and opened January 1, 1873, as the City Bank. Colonel Hughes was joined by J. R. Coutts, C. C. Slaughter and Mr. Jordan. The business was continued in operation by Colonel Hughes until 1880, when he sold his interest to an organization formed by J. C. O'Connor and Jules E. Schneider, R. V. Thompkins, Alfred Davis, A. F. Hardie, John Atchison, B. O'Connor, B. S. O'Connor and W. C. Connor. These organized the City National Bank on Jan. 27, 1880, with a capital stock of \$100,000.

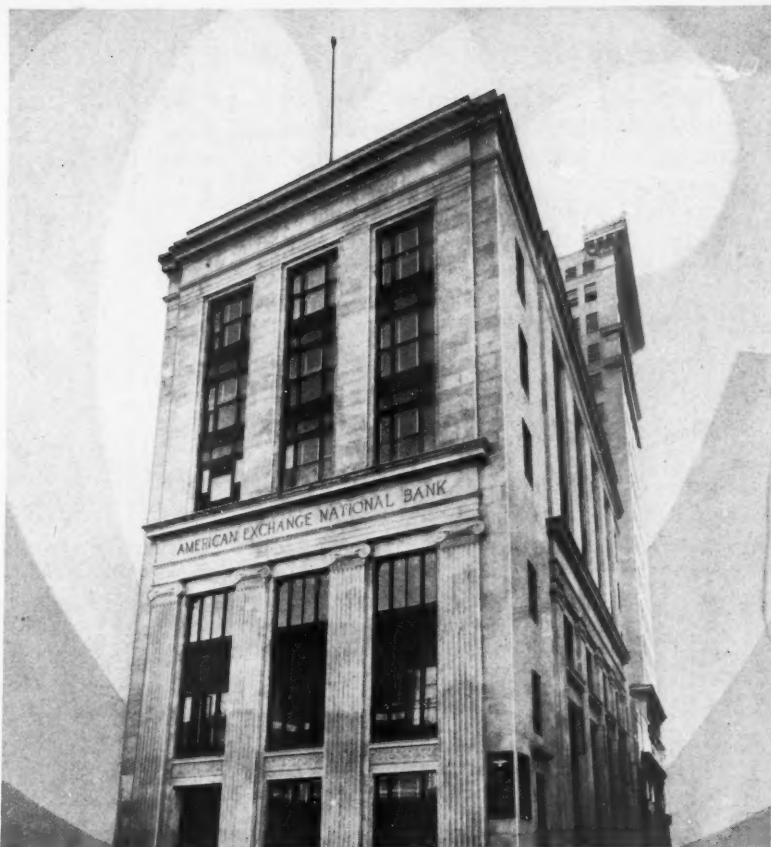
The American Exchange National Bank recently completed a six-story annex giving it a lobby through from Main Street to Elm Street, the largest lobby of any bank in the city.

Several years ago the City National Bank made provision for its growing business by doubling its lobby space, and more recently purchased property adjoining its present location at the rear and facing on Elm Street, for future expansion.

She: "The world is full of rascals. This morning the milkman gave me a counterfeit half-dollar."

He: "Where is it, my dear?"

She: "Oh, I've already got rid of it—luckily the butcher took it."



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THE AMERICAN EXCHANGE National Bank announced their new and greater banking facilities with the intelligent use of printing.

Printing is called the mother of progress; they go hand in hand. Good business men have respect for printing because they have "discovered" that, if used intelligently, it becomes an investment of great possibility.



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DALLAS

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DALLAS

# What DA INDUST Are Doi

**W**HILE architects, carpenters, masons and steel workers are building the giant towers that make up the skyline, over on Cedar Springs the Adleta Show Case & Fixture Mfg. Co. is building the fixtures that form the beautiful interiors of these buildings.

Practically every fixture that can be used in the modern retail store is manufactured by this Dallas industry—shelves, show cases of a thousand designs and sizes, candy refrigerator cases, and on down the list.

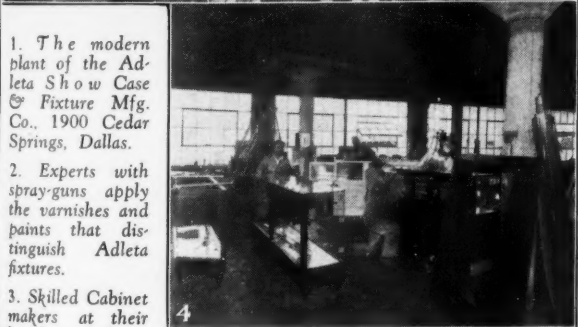
But it is not only Dallas stores that boast fixtures with the Adleta trade mark. All of Texas, Oklahoma, Arkansas and Louisiana—in other words, Dallas' logical trade territory—comprises the field of this plant's operations.

In explaining the steadily growing business of his company E. C. Adleta, owner, said that complete understanding of the needs of the merchants of the Southwest, a policy of excellency from which no variation is allowed, a service made possible by a nearness to his customers, and prices based on lower costs of production have been the deciding factors.

Mr. Adleta is optimistic for the future, not only for his own business but for that of the entire Southwest. Since his acquisition of the company several major expansions have been made and his organization is so arranged as to allow for further expansion as soon as the growth of the territory surrounding Dallas warrants it.

"We are delighted with our location at this strategic point," he said. "With the fastest growing market in the nation surrounding us we would be backward indeed if we did not grow at a rapid pace throughout the years to come. As a manufacturing establishment we have decided advantages over those more distant and can much more efficiently and satisfactorily serve our customers."

# DALLAS INDUSTRIES Doing



1. The modern plant of the Adleta Show Case & Fixture Mfg. Co., 1900 Cedar Springs, Dallas.

2. Experts with spray-guns apply the varnishes and paints that distinguish Adleta fixtures.

3. Skilled Cabinet makers at their benches, fashioning seasoned lumber into shelves, cases, and other fixtures used in the modern retail store.

4. Here are seen the glaziers putting the finishing touches on products of the plant. Three candy refrigerators are shown here almost ready for shipment.

The full three floors and basement of the plant are used in the fabrication of store fixtures. In addition a large sheet metal building has been erected to protect the fine woods brought here from all parts of the Nation.

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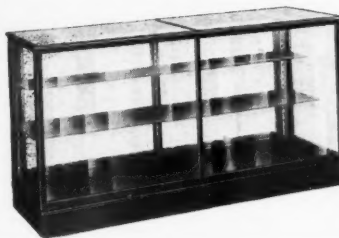
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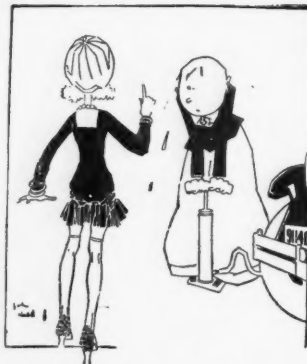
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## OUR FOREIGN TRADE

(Continued from Page Twelve)

actually send out their mechanics and technical experts at the expense of the American company to see that refrigerating machines or tractors or other appliances are still functioning long after they are paid for.

After naming the many factors that have contributed to the expansion of American trade in Latin America, it should also be cited that American firms are sending the highest types of business men from the United States to those countries as representatives of the American firms. From personal observation, it can be sincerely stated that the average American citizen residing in the Latin American countries is enjoying the reputation of being of the highest order.

With the definite trend towards manufacturing and industrialization in Texas, with the better rail facilities and freight structure, the establishment from Texas ports of new steamship lines, the cumulative knowledge of foreign trade and the "export mindedness" of our merchants, together with the impetus of a present foreign trade close to \$800,000,000, Texas can well afford to prepare for an ever growing share in American commerce. To facilitate the orderly development of this trade, and to assist the varied interests of the Texas area in sharing its economic portion, has the Bureau equipped the local Dallas Office.

During the first nine months of 1929 Texas automobile registrations totaled 1,109,700, or 51,000 more than the total for 1928.

One Texas pecan tree in San Saba County has yielded as high as 1,053 pounds of nuts in one season and has furnished 5,000,000 buds for improving other trees.

Texas expects to ship 1,200 carloads of dressed turkeys to Northern and Eastern markets this fall.

"There is something about the woods in the springtime that gets under one's skin, isn't there?"

"Yes, pine needles."

DALLAS



## KEEPING UP WITH BUSY DALLAS

Charles R. Moore, a director of the Dallas Chamber of Commerce, has been elected president of the Oak Cliff-Dallas Commercial Association to succeed Grady Niblo.

E. E. King, for several years superintendent of Baylor Hospital here, has been chosen superintendent of the Missouri Baptist Hospital at St. Louis.

Dr. W. R. White, pastor of the First Baptist Church, Lubbock, has been appointed secretary of the Baptist State Convention, filling the vacancy created by the resignation of Dr. T. L. Holcomb. Dr. White will move to Dallas shortly.

Sam P. Cochran has been elected Grand Prior of the Scottish Rite Bodies, Southern Jurisdiction. To Mr. Cochran is given much of the credit for the selection of Dallas as the meeting place for the Scottish Rite Supreme Council in 1930.

F. S. Boddie has been named manager of the NuGrape Bottling Co. of Texas, Dallas.

The Lone Star Gas Company has bought additional lines in six states, adding about 57,000 consumers to their system, according to announcement by L. B. Denning, president of the company.

Frank W. Wozencraft, former mayor of Dallas, has been elected secretary of the legal section, American Life Convention, and will become chairman of that section next year.

Henry C. Morris, president and general manager of the Dallas Gas Co., has been elected chairman of the Natural Gas Division of the American Gas Association.

Tom P. Doty has bought controlling interest in the Troy Laundry and has announced that extensive improvements will be made in the plant.

### BE PACHUNT

"Dear Sir: I got your bill what I owe you. I ain't forgot you, please wate. When some other fools pay me I pay you. If this wuz judgment day and you wuz no more prepared to meet yur maker as I am this account you sure would go to hell. Hoping you will do this, I remain your very truly."

NOVEMBER 1929



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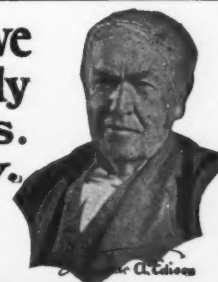
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## Seventeenth in Clearings

Dallas' expanding bank clearings have, in the first ten months of this year, pushed it into a position as seventeenth most important commercial center in the United States, outranking by two notches New Orleans, which held that position at the end of 1928. This is shown in bank clearing figures appearing in the current issue of Bradstreet's.

Dallas leads all Texas, according to the figures, its total of \$2,374,585,000 for the ten months exceeding the combined totals of Houston, \$1,650,421,000, and Fort Worth, \$586,420,000, for the same period, those two cities ranking second and third in the State. The clearings show an increase in Dallas over the same period last year of \$137,227,000.

The following is the rank of the first twenty-five cities:

1. New York	\$401,025,337,000
2. Chicago	30,592,600,000
3. Philadelphia	25,670,642,000
4. Boston	22,400,466,000
5. Detroit	9,840,378,000
6. Los Angeles	9,314,168,000
7. San Francisco	9,116,634,000
8. Pittsburgh	8,536,468,000
9. Cleveland	6,690,306,000
10. Kansas City	6,253,724,000
11. St. Louis	6,054,823,000
12. Baltimore	4,413,672,000
13. Minneapolis	3,914,531,000
14. Cincinnati	3,297,768,000
15. Buffalo	2,879,159,000
16. Atlanta	2,453,798,000
17. Dallas	2,374,585,000
18. Seattle	2,267,955,000
19. New Orleans	2,265,456,000
20. Omaha	2,020,118,000
21. Richmond	1,892,600,000
22. Portland	1,715,344,000
23. Denver	1,665,977,000
24. Houston	1,650,421,000
25. Louisville	1,644,211,000

## Confessions of a Spellbinder

By LABERT ST. CLAIR

This is a day of confessions. We have them from the shop girl who writes The Heartthrob Editor that she petted with her Boy Friend (did I do wrong?) to the society matron who confesses (for a price) that Bleacho face wash carries her through.

Hence, why not the confessions of a public speaker? I ask you, and true to the profession, await no answer but go right ahead confessing.

The most encouraging statement I can make to the listener is that the life of a public speaker is not always a happy one. But, let me add hastily, it is not so unhappy that in our lifetimes will there be any shortage of speakers. They will increase but they will suffer. Good!

(Continued on Page Thirty)

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# DALLAS

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will be of unusual interest to the business men of this city. It will contain the annual report of the president and reports from the various departments that make up the Dallas Chamber of Commerce, showing in detail the progress made in Industry, commerce and finance and from them a good prophecy can be made as to what may be expected from the coming year. Additional copies will be printed to be distributed at the annual meeting of the membership in December. You are urged to reserve space immediately as all copy must be in to us by the 23rd of this month.

### REMEMBER

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EARL Y. BATEMAN, Business Manager

E. C. WALLIS, Editor

**Dallas Chamber of Commerce**

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(Continued from Page Twenty-eight)

Divine justice has seen to it that those who talk most shall suffer most. The professional orator has a particularly tough time. He makes long jumps on uncomfortable local trains, sleeps on anything from a trapeze to a mattress stuffed with coconut shells, reaches home only for marriages and funerals, grieves his heart out because his best jokes never get a laugh and his worst ones knock the customers right out of their seats, and finally dies as disillusioned, probably, as a night watchman in a deaf and dumb institute.

The part-time speaker does not fare so badly, but he has his trying moments, too.

The reason both of them keep at it is perfectly simple. They love to do it.

The unhappiest moment in any speaker's life is when he fails to "get" his crowd at the outset of his talk. Every speaker can tell within three minutes after he starts talking whether his hearers are with him or not. In that period, even though nobody laughs, or applauds, or hisses, he can foresee his fate as readily as if every person in the audience spoke his mind aloud. If the crowd is with him, all is well. But if it is not, all is lost.

Every speaker has his favorite section of the country in which to talk. Mine is the Southwest. The crowds there are wonderful. They are always on their toes, and carry the speaker on to his best.

There is one city in this country that is not so good. I went there some 15 years ago and delivered the best talk, in my opinion, that I ever made. It had some splendid original thoughts which I had culled from some of the best minds in the country. Each point was well illustrated by an apt story. At least that is what I thought. But the audience did not think so. I spoke for about 25 minutes and never got a tumble from anybody. At the end of the first three minutes I knew the effort was going to be a flop. One of my best stories was received in stony silence. Six others later got the same kind of receptions.

At the end of the meeting the chairman arose and moved a formal vote of thanks to the speaker. It was the most formal vote ever given, I suppose. I never have questioned the judgment of the audience. It probably was right. But I am not going to take another chance on that town.

In the last ten years I have had half a dozen invitations to return there and talk, but I always have been busy elsewhere, and will continue to be.

Scores of other speakers have told me of similar experiences. Theatrical managers recognize certain cities as hard towns in which to win audiences. Albany, Providence and Washington are listed among the cold ones. That is why they get so many shows as tryouts. Speeches may be tried out in the same way.

**DALLAS**

Many members of Congress declare that facing the House of Representatives the first time is the hardest job imaginable. The room is so large, the members and galleries usually so indifferent that the speaker feels highly insignificant. Many Congressmen never get over the feeling of fright when facing the House. Senators likewise, though experienced talkers, always dread making maiden speeches.

Probably the most harrowing and frequent experience of a speaker is that of listening to long introductions of himself. The awful part of it is that the man who presents the speaker seldom knows anything about him until a few minutes before the introduction is made. Then he hastily makes a few notes and does his worst. It usually is an oration of about a half an hour in which he either covers the ground the speaker plans to cover, or else says nothing whatever about the speaker to come. Thus the audience is either worn out or left entirely in the dark as to what the meeting is all about.

I once attended a meeting in Washington, Pa., where a local politician devoted 55 minutes to introducing Senator Hiram Johnson of California to a crowd. The Senator had only an hour between his trains and all that he could do after the chairman got through was to make a bow and dash for the depot.

It is not unusual for a chairman to devote ten or fifteen minutes to telling about the marvelous ability and wide reputation of the speaker and then flounder when he comes to his name. The famous preacher who delivered an eulogistic sermon over a corpse and later had to inquire the victim's name undoubtedly got his early training introducing public speakers.

Talkers for years have tried to devise some fitting opening remarks for use after one of these horrible occasions. Most of them long since have given up. They simply squirm and suffer in silence, hope for the best and plunge into their remarks when the chairman either voluntarily finishes or collapses from utter exhaustion. However, one speaker Robert M. Hutchins, the 30 year old youth recently elected president of the *Chicago University*, effectively turned the tables on such a chairman recently. After the chairman devoted 30 minutes to coating Hutchins with an unprecedented amount of banana oil, he arose and said, very seriously, in effect:

"Those introductory remarks were absolutely correct in every particular."

Then he plunged into his speech.

The most disconcerting thing that can happen to a speaker is to have people walk out on him. In his heart he always hopes that the man who is going out has received word that his house is burning



Above is shown a group of 24 Cashiers of the Southwestern Bell Telephone Company from the Northeast Texas division, taken on the roof of the Administration Building (13 stories above the street) in June of this year. The occasion was the annual educational conference of employees held by this company under the direction of Mr. R. C. Seaton, shown in the center of the picture. In this picture are several employees who have a record of many years' service with this firm, some of them as long as 25 years.

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down, or some other message making it absolutely imperative for him to depart.

My worst experience of this kind came one night in Wisconsin. I was talking in an open-air pavilion. As the chairman introduced me, a windstorm came up. At the beginning of my remarks, the wind blew so furiously that nobody could hear me and before I had progressed two minutes, part of the roof of the pavilion was ripped off, benches began flying through the air, flivvers were overturned and horses stampeded. Within a few minutes practically no one was left in the pavilion except the chairman and myself. We then adjourned the meeting without date. That was one audience, I felt, that Demosthenes could not have held.

The hardest crowd in the world to address is one composed of children. Every time I talk to a group of children I vow to take up juggling as a side line so I can hold their attention.

Once in Washington, desiring to give a group of a thousand children a special treat, I imported, at considerable expense, Riley Wilson, the funniest man that vaudeville ever knew. Oftentimes I have seen him hold audiences of adults for three hours with his side-splitting stories. He talked 30 minutes to this group of children, ranging from 12 to 17, and never got a laugh.

There is a good deal of fake about extemporaneous speaking. The best talkers are always preparing. Whenever they get into a group of more than two persons, especially at a table, they expect to be called upon and are getting ready. They are just like firemen that way. The clever public speaker never says "that reminds me," but it does nevertheless. He always has been reminded anywhere from 15 minutes to three days before being called upon.

John Atwood, a Kansas City attorney, is one of the readiest public speakers I ever have known. Years ago in a Kansas City Park I saw him entertain a crowd for almost five hours, single-handed. He had been selected to introduce William Jennings Bryan who was to arrive at 7:30 p. m. Bryan's train was delayed, so Atwood mounted the platform to explain the situation. Since he was on the platform, he said, he would say a few words about the tariff, the glorious State of Missouri, or some other subject that had nothing to do with the case.

Then he started in. After he had talked for about an hour, he announced that he was ready to stop. The crowd was opposed to that so he made the novel proposal that he would talk for periods of five minutes on subjects to be suggested by the crowd. Accepting him at his word, the crowd, over a period of almost four hours suggested almost every subject under the sun, and Atwood discussed



them lucidly and humorously. When Bryan finally arrived around midnight, his audience was having such a good time that it didn't want Atwood to stop.

The most unusual impromptu speech I ever made was to a colored Baptist convention in Chicago. I had gone out to report the proceedings for a Chicago newspaper and for some reason the speaker of the day failed to show up. The chairman of the meeting somewhat surprised me by announcing that inasmuch as the speaker had not arrived, he was going to call on me for a few words.

Never having been asked to address a colored Baptist convention before, I was somewhat at a loss for remarks. My recollection is that I took a firm stand for the Golden Rule and deeper dipping for penitent sinners.

How far to go in the use of humor is a perplexing problem with every talker. Clever stories help illustrate the points, but most audiences will remember the funny story and forget the point. This was the fate of the late Vice President Marshall. He told funny stories solely to drive home sound arguments. Today his anecdotes and epigrams, including the famous one about "What the country needs is a good five-cent cigar," live, but his really profound thoughts have been forgotten.

There also is the danger that one who tells a funny story occasionally will be called upon unexpectedly to be humorous. Nothing is more terrible than to be ordered or expected to make some one laugh when that is not the purpose the speaker has in mind.

A friend of mine who is a good talker and who occasionally sprinkles his remarks with anecdotes, recently received an invitation to a rather large dinner party, composed of persons whom he did not know. He did, however, know the hostess. While he was pondering over the reasons for his presence, the hostess suddenly stood up, rapped the table in the approved manner of a toastmaster and said:

"I have an unexpected treat for you this evening. I have invited as one of our guests, Mr. Smith, who is just as funny as he can be. While all of the rest of you are eating, he will tell you some funny stories and good jokes."

Then, to the utter amazement and horror of my friend Smith, the hostess turned to him and continued:

"Now, Mr. Smith, to start things off right, make a joke about a chair!"

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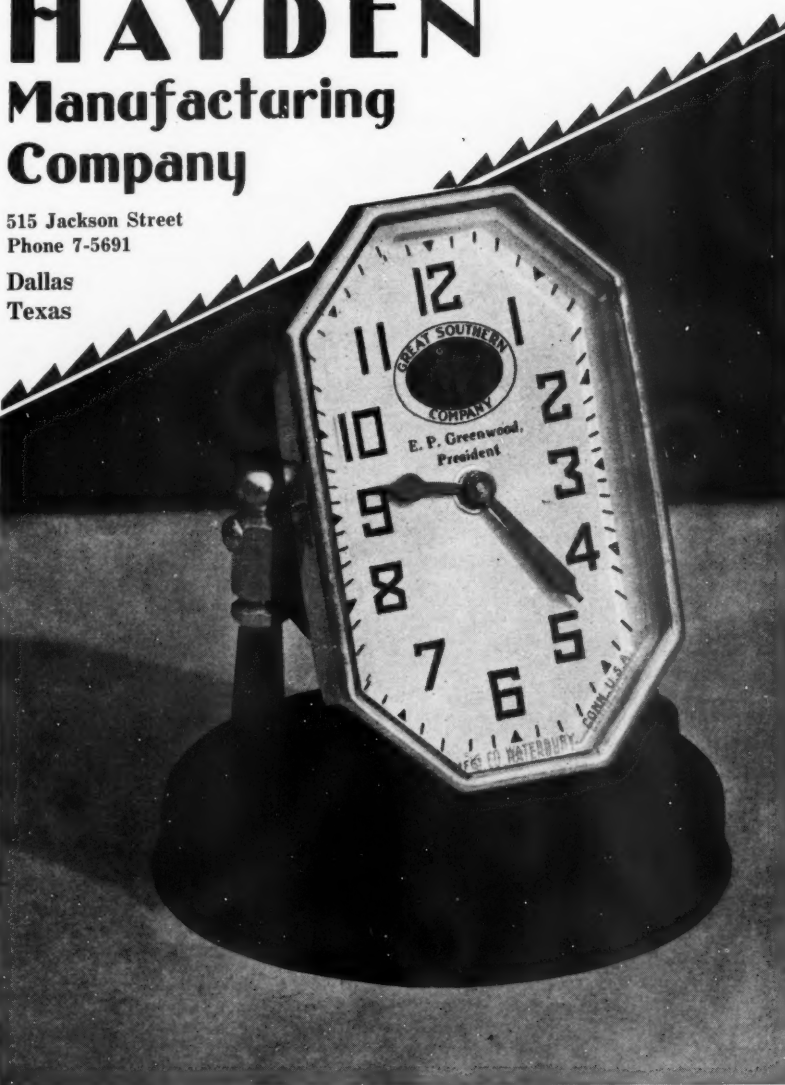
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The Southwest produces three times as much gas as the great California gas belt, and practically twice as much as the widely scattered eastern gas fields combined. Natural gas is a necessity in some lines of manufacturing, and a great advantage in nearly all other lines! That is one of the reasons why American business is looking toward the Southwest as a favorable section for industrial sites. They know that natural gas is cheap, clean and flexible. Lone Star Gas Company will be more than glad to co-operate with the business leaders, interested in the development and industrial expansion of their community.

## GAS



...PIPED FROM THE  
WELLS TO YOUR CITY

# Lone Star<sup>★</sup> Gas Co.

Dallas, Texas

All speakers are on the lookout for original stories, and it is amazing how few they find. You will hear the same story again and again in different parts of the country.

People will tell you in all seriousness not only that the story is true but that Bill Jones, one of the home boys, is the original character in it.

Recently I talked in a northwestern State and referred to George W. Peck's advice to farmers to raise elephants instead of hogs because there was greater demand for them. The next day I called on a local dentist who passed off Peck's witticism to me as that of a local character.

The radio has brought a lot of new talent into the luncheon field. Hence speakers must divide their time with variously assorted entertainers. The chairman of a meeting I was to address last spring generously yielded up five minutes of my time to a radio broadcaster who was imitating a hog caught under a fence. The chairman apologized, but explained that the imitator was going pretty good and he wasn't so sure about me. At that I think he was right.

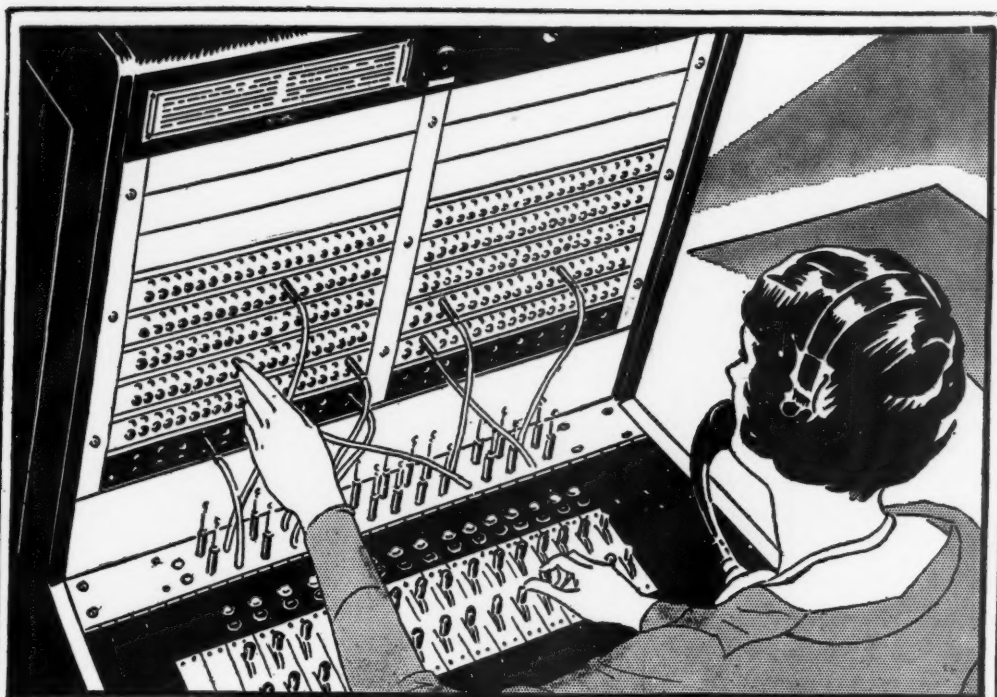
An unidentified individual gained my profound respect one night at the Pen and Pencil Club in Philadelphia. I was suddenly called upon to talk and, admittedly, had little to say. This was apparent to a slightly inebriated gentleman, who, arising to his feet, demanded what excuse I had for talking. The chairman said that he was unable to answer the question, but was willing to leave it to me. Believing that there was merit in the positions of both gentlemen, I made it unanimous to quit. Prolonged applause followed, without my identity being revealed to the crowd.

On various occasions I have pinch-hit for speakers who could not appear. Two years ago in Indianapolis, I addressed a banquet under the name of a nationally known friend of mine who was unavoidably delayed in Dayton, Ohio. He heard himself presented and his speech made over the radio.

Once I presented Charlie Chaplin to an audience and he tiptoed off the stage without my knowledge in the middle of my remarks. Of course this created great merriment, all of which, I learned, too late, was not due to my introduction. I found Charlie hiding in a box on the stage.—From "The Nation's Business."

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DALLAS



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The telephone is tireless and quick. It runs errands near and far, transacts business, keeps friendships alive. Telephones throughout the house save time and fa-

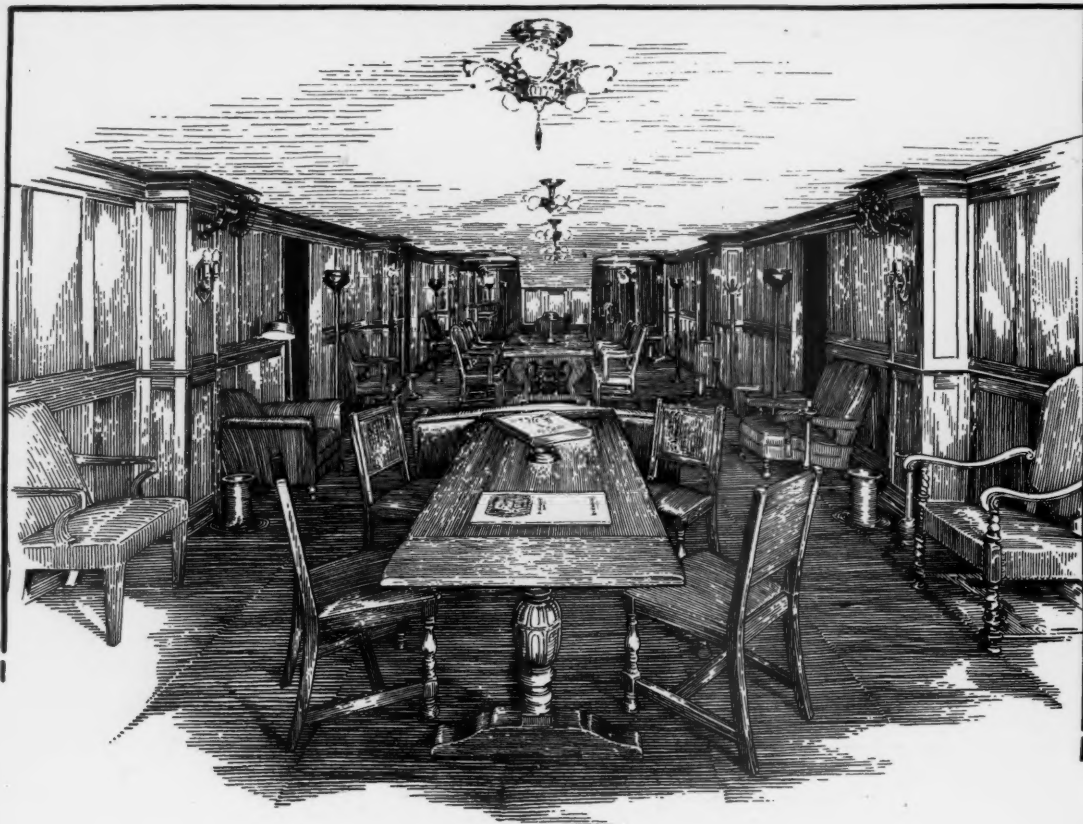
tigue. They bring the comforts and conveniences of the office to the women in the home.

Keeping ahead of the new developments in American life calls for great strides in inventions, great expenditures in money, all a part of the telephone ideal that anyone, anywhere, shall be able to talk quickly and at reasonable cost with anyone, anywhere else. There is no standing still in the Bell System.



*An advertisement of the Southwestern Bell Telephone Co.*





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